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METHODOLOGICAL FEATURES OF THE STUDY ECONOMIC NATURE OF THE HOUSEHOLD AT THE PRESENT TIME

In this article, facilities of the using new methods-theoretical approaches under the study of the household economic nature were analysed. The main advantages of the civil paradigm foundations & systems approach under the integrated study of the household characteristics were specified.

Given the intensification of globalization processes in the world economy increased demands of institutional research subjects. In particular this applies to households, as they are not only providers of labour, but also are carriers of entrepreneurship and basic institutions of the individual. The complexity of the study households also due to a large number of households, their qualitative difference and diversity activities of the entity, which can be divided into purely economic (production, exchange, consumption, savings and investment) and non-economic (human capital formation, training, organization recreation and leisure, etc.).

In addition, the last quarter of the twentieth-early twenty-first century. marked a radical modernization and updating problems methodology of science. Gradually change the paradigm of thinking that leads to fundamental changes in development economics. Therefore, the present study the essential features of the household requires active use of new methodological approaches, such as the principles of civilization and system paradigms like. After using, their involvement can be a more holistic and comprehensive picture of the household as a major economic organizations today.

A complex issue for the modern scientist is to determine for each phase of the study is the most preferred methodological approach to be a high level of efficiency used to analyse the phenomena and pro-

cesses. This complexity explains a wide range of methods of scientific knowledge, whose number recently increased significantly. Indeed, under the influence of scientific and technological revolution, the process suffered significant changes not only the means of production, place and human activities in the development of society, but also the methods of scientific research. Primarily, these changes are associated with the active promotion of civilizational paradigm, opposed formational paradigm. In particular, the latter widely used principles of dialectics and do not meet modern requirements. The main drawback of this approach was ignoring the role of the individual in economic processes and the widespread focus on industrial relations, the mode of production and so on. That is why economic research, based on the principles of formational paradigm are abstract and "cut off" from practice, from the realities of life and so on.

Replacing formational civilizational paradigm approach is gradually becoming economic and methodological basis of historical and economic research market economic system. Its feature is no objection formation approach and its extension additions.

Methods of scientific research form the basis for the implementation of a holistic analysis of the nature of the household identify the problems of development in Ukraine. It is possible a thorough study and deep reflection of the economic nature of the household, not only in the writings of economists, as well as the development of sociologists, historians, ethnographers, etc., which will enable a comprehensive study of the impact of various social and social factors on the economic situation of households.